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Affective Computing Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global affective computing market size reached US$ 51.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 298.7 Billion by 2028, exhibiting a growth rate (CAGR) of 34.2% during 2022-2028.
Also known as emotion AI, affective computing is a combination of cognitive science, psychology, and computer science that senses the non-verbal emotional signals of human beings. It analyzes the emotion of a person by using an analytics engine, big data, machine intelligence, and different sensors. It assists businesses in enhancing the overall user experience and selling products effectively. As a result, affective computing finds extensive application in autonomous and e-learning systems across the globe.
Affective Computing Market Trends:
Affecting computing helps establish an interaction between a computer and a human being by detecting the stimuli of the user and responding accordingly. The technology relies on high-speed broadband connections to ensure real-time and effective communication between high-resolution dual cameras and the machine learning (ML) models that interpret human emotions. Therefore, the numerous benefits offered by affective computing represent one of the significant factors positively influencing its application in several end use industries around the world. Besides this, it can be employed for personalization, such as changing room temperature, music, and lighting as per the requirement of the user, which is contributing to the market growth. Furthermore, the rising adoption of AI in logistics, parking aid software, autonomous cars and surgical robots is bolstering the growth in the market. Apart from this, the growing deployment of robots, rising utilization of wearable devices, and increasing collaborations among market players are anticipated to catalyze the demand for affective computing across the world.
Key Market Segmentation:

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IMARC Group provides an analysis of the key trends in each sub-segment of the global affective computing market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on technology, components and end use.

Breakup by Technology:
Touch-based
Touchless

Breakup by Components:
Hardware
Sensors
Cameras
Storage Devices and Processors
Others
Software
Analytics Software
Enterprise Software
Facial Recognition
Gesture Recognition
Speech Recognition

Breakup by End Use:
Automotive
BFSI
Government
Healthcare
IT and Telecom
Others

Breakup by Region:
North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe

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Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa
Competitive Landscape:
The competitive landscape of the industry has also been examined along with the profiles of the key players being Affectiva Inc., Cipia Vision Ltd., Cognitec Systems GmbH, Elliptic Laboratories A/S, Google LLC (Alphabet Inc.), Intel Corporation, International Business Machines Corporation, Kairos AR Inc., Microsoft Corporation and Nuance Communications Inc.
Key Questions Answered in This Report
1. How big is the global affective computing market?
2. What is the expected growth rate of the global affective computing market during 2023-2028?
3. What are the key factors driving the global affective computing market?
4. What has been the impact of COVID-19 on the global affective computing market?
5. What is the breakup of the global affective computing market based on the technology?
6. What is the breakup of the global affective computing market based on the components?
7. What is the breakup of the global affective computing market based on the end use?
8. What are the key regions in the global affective computing market?
9. Who are the key players/companies in the global affective computing market?

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Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

2.1 Objectives of the Study
2.2 Stakeholders
2.3 Data Sources
  2.3.1 Primary Sources
  2.3.2 Secondary Sources
2.4 Market Estimation
  2.4.1 Bottom-Up Approach
  2.4.2 Top-Down Approach
2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

4.1 Overview
4.2 Key Industry Trends

5 GLOBAL AFFECTIVE COMPUTING MARKET

5.1 Market Overview
5.2 Market Performance
5.3 Impact of COVID-19
5.4 Market Forecast

6 MARKET BREAKUP BY TECHNOLOGY

6.1 Touch-based
  6.1.1 Market Trends
  6.1.2 Market Forecast
6.2 Touchless
  6.2.1 Market Trends

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6.2.2 Market Forecast

7 MARKET BREAKUP BY COMPONENTS

7.1 Hardware
7.1.1 Market Trends
7.1.2 Key Segments
7.1.2.1 Sensors
7.1.2.2 Cameras
7.1.2.3 Storage Devices and Processors
7.1.2.4 Others
7.1.3 Market Forecast
7.2 Software
7.2.1 Market Trends
7.2.2 Key Segments
7.2.2.1 Analytics Software
7.2.2.2 Enterprise Software
7.2.2.3 Facial Recognition
7.2.2.4 Gesture Recognition
7.2.2.5 Speech Recognition
7.2.3 Market Forecast

8 MARKET BREAKUP BY END USE

8.1 Automotive
8.1.1 Market Trends
8.1.2 Market Forecast
8.2 BFSI
8.2.1 Market Trends
8.2.2 Market Forecast
8.3 Government
8.3.1 Market Trends
8.3.2 Market Forecast
8.4 Healthcare
8.4.1 Market Trends
8.4.2 Market Forecast
8.5 IT and Telecom
8.5.1 Market Trends
8.5.2 Market Forecast

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8.6 Others
8.6.1 Market Trends
8.6.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America
9.1.1 United States
9.1.1.1 Market Trends
9.1.1.2 Market Forecast
9.1.2 Canada
9.1.2.1 Market Trends
9.1.2.2 Market Forecast
9.2 Asia-Pacific
9.2.1 China
9.2.1.1 Market Trends
9.2.1.2 Market Forecast
9.2.2 Japan
9.2.2.1 Market Trends
9.2.2.2 Market Forecast
9.2.3 India
9.2.3.1 Market Trends
9.2.3.2 Market Forecast
9.2.4 South Korea
9.2.4.1 Market Trends
9.2.4.2 Market Forecast
9.2.5 Australia
9.2.5.1 Market Trends
9.2.5.2 Market Forecast
9.2.6 Indonesia
9.2.6.1 Market Trends
9.2.6.2 Market Forecast
9.2.7 Others
9.2.7.1 Market Trends
9.2.7.2 Market Forecast
9.3 Europe
9.3.1 Germany
9.3.1.1 Market Trends
9.3.1.2 Market Forecast

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9.3.2 France
9.3.2.1 Market Trends
9.3.2.2 Market Forecast
9.3.3 United Kingdom
9.3.3.1 Market Trends
9.3.3.2 Market Forecast
9.3.4 Italy
9.3.4.1 Market Trends
9.3.4.2 Market Forecast
9.3.5 Spain
9.3.5.1 Market Trends
9.3.5.2 Market Forecast
9.3.6 Russia
9.3.6.1 Market Trends
9.3.6.2 Market Forecast
9.3.7 Others
9.3.7.1 Market Trends
9.3.7.2 Market Forecast
9.4 Latin America
9.4.1 Brazil
9.4.1.1 Market Trends
9.4.1.2 Market Forecast
9.4.2 Mexico
9.4.2.1 Market Trends
9.4.2.2 Market Forecast
9.4.3 Others
9.4.3.1 Market Trends
9.4.3.2 Market Forecast
9.5 Middle East and Africa
9.5.1 Market Trends
9.5.2 Market Breakup by Country
9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview
10.2 Strengths
10.3 Weaknesses
10.4 Opportunities

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10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview
12.2 Bargaining Power of Buyers
12.3 Bargaining Power of Suppliers
12.4 Degree of Competition
12.5 Threat of New Entrants
12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure
14.2 Key Players
14.3 Profiles of Key Players
14.3.1 Affectiva Inc.
14.3.1.1 Company Overview
14.3.1.2 Product Portfolio
14.3.2 Cipia Vision Ltd.
14.3.2.1 Company Overview
14.3.2.2 Product Portfolio
14.3.3 Cognitec Systems GmbH
14.3.3.1 Company Overview
14.3.3.2 Product Portfolio
14.3.4 Elliptic Laboratories A/S
14.3.4.1 Company Overview
14.3.4.2 Product Portfolio
14.3.5 Google LLC (Alphabet Inc.)
14.3.5.1 Company Overview
14.3.5.2 Product Portfolio
14.3.5.3 SWOT Analysis
14.3.6 Intel Corporation

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14.3.6.1 Company Overview
14.3.6.2 Product Portfolio
14.3.6.3 Financials
14.3.6.4 SWOT Analysis
14.3.7 International Business Machines Corporation
14.3.7.1 Company Overview
14.3.7.2 Product Portfolio
14.3.7.3 Financials
14.3.7.4 SWOT Analysis
14.3.8 Kairos AR Inc.
14.3.8.1 Company Overview
14.3.8.2 Product Portfolio
14.3.9 Microsoft Corporation
14.3.9.1 Company Overview
14.3.9.2 Product Portfolio
14.3.9.3 Financials
14.3.9.4 SWOT Analysis
14.3.10 Nuance Communications Inc.
14.3.10.1 Company Overview
14.3.10.2 Product Portfolio
14.3.10.3 Financials
14.3.10.4 SWOT Analysis

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List Of Tables

LIST OF TABLES

Table 1: Global: Affective Computing Market: Key Industry Highlights, 2022 and 2028
Table 2: Global: Affective Computing Market Forecast: Breakup by Technology (in Million US$), 2023-2028
Table 3: Global: Affective Computing Market Forecast: Breakup by Components (in Million US$), 2023-2028
Table 4: Global: Affective Computing Market Forecast: Breakup by End Use (in Million US$), 2023-2028
Table 5: Global: Affective Computing Market Forecast: Breakup by Region (in Million US$), 2023-2028
Table 6: Global: Affective Computing Market: Competitive Structure
Table 7: Global: Affective Computing Market: Key Players

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List Of Figures

LIST OF FIGURES

Figure 1: Global: Affective Computing Market: Major Drivers and Challenges
Figure 2: Global: Affective Computing Market: Sales Value (in Billion US$), 2017-2022
Figure 3: Global: Affective Computing Market Forecast: Sales Value (in Billion US$), 2023-2028
Figure 4: Global: Affective Computing Market: Breakup by Technology (in %), 2022
Figure 5: Global: Affective Computing Market: Breakup by Components (in %), 2022
Figure 6: Global: Affective Computing Market: Breakup by End Use (in %), 2022
Figure 7: Global: Affective Computing Market: Breakup by Region (in %), 2022
Figure 8: Global: Affective Computing (Touch-based) Market: Sales Value (in Million US$), 2017 & 2022
Figure 9: Global: Affective Computing (Touch-based) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 10: Global: Affective Computing (Touchless) Market: Sales Value (in Million US$), 2017 & 2022
Figure 11: Global: Affective Computing (Touchless) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 12: Global: Affective Computing (Hardware) Market: Sales Value (in Million US$), 2017 & 2022
Figure 13: Global: Affective Computing (Hardware) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 14: Global: Affective Computing (Software) Market: Sales Value (in Million US$), 2017 & 2022
Figure 15: Global: Affective Computing (Software) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 16: Global: Affective Computing (Automotive) Market: Sales Value (in Million US$), 2017 & 2022
Figure 17: Global: Affective Computing (Automotive) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 18: Global: Affective Computing (BFSI) Market: Sales Value (in Million US$), 2017 & 2022
Figure 19: Global: Affective Computing (BFSI) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 20: Global: Affective Computing (Government) Market: Sales Value (in Million US$), 2017 & 2022
Figure 21: Global: Affective Computing (Government) Market Forecast: Sales Value (in

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Million US$), 2023-2028
Figure 22: Global: Affective Computing (Healthcare) Market: Sales Value (in Million US$), 2017 & 2022
Figure 23: Global: Affective Computing (Healthcare) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 24: Global: Affective Computing (IT and Telecom) Market: Sales Value (in Million US$), 2017 & 2022
Figure 25: Global: Affective Computing (IT and Telecom) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 26: Global: Affective Computing (Other End Uses) Market: Sales Value (in Million US$), 2017 & 2022
Figure 27: Global: Affective Computing (Other End Uses) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 28: North America: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 29: North America: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 30: United States: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 31: United States: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 32: Canada: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 33: Canada: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 34: Asia-Pacific: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 35: Asia-Pacific: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 36: China: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 37: China: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 38: Japan: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 39: Japan: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 40: India: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 41: India: Affective Computing Market Forecast: Sales Value (in Million US$),

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2023-2028
Figure 42: South Korea: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 43: South Korea: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 44: Australia: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 45: Australia: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 46: Indonesia: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 47: Indonesia: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 48: Others: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 49: Others: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 50: Europe: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 51: Europe: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 52: Germany: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 53: Germany: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 54: France: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 55: France: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 56: United Kingdom: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 57: United Kingdom: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 58: Italy: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 59: Italy: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 60: Spain: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 61: Spain: Affective Computing Market Forecast: Sales Value (in Million US$),

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2023-2028
Figure 62: Russia: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 63: Russia: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 64: Others: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 65: Others: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 66: Latin America: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 67: Latin America: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 68: Brazil: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 69: Brazil: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 70: Mexico: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 71: Mexico: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 72: Others: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 73: Others: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 74: Middle East and Africa: Affective Computing Market: Sales Value (in Million US$), 2017 & 2022
Figure 75: Middle East and Africa: Affective Computing Market: Breakup by Country (in %), 2022
Figure 76: Middle East and Africa: Affective Computing Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 77: Global: Affective Computing Industry: SWOT Analysis
Figure 78: Global: Affective Computing Industry: Value Chain Analysis
Figure 79: Global: Affective Computing Industry: Porter's Five Forces Analysis

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